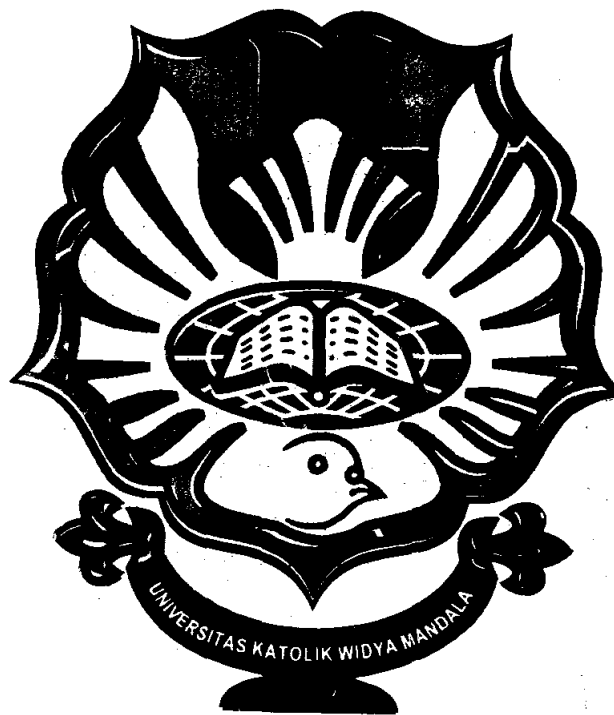


**Being More Competitive Through Analyzing
Business Process And Managing Customer
Relationship Database**

A THESIS



By

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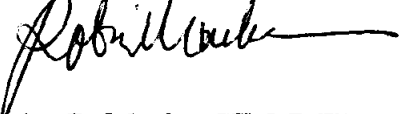
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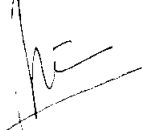
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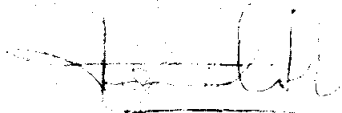
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Foreword

Top Managements level have always used information to perform their tasks, so the subject of information system is nothing new. What is new is the ease with which accurate and current information can be obtained and communicated. The innovation that makes this capability possible is the computer which is called computer-based information system. Increasingly, organizations are becoming aware that information is a resource of strategic importance and the computer can cultivate that resource.

The task for creating a computer-based information system is similar to developers who build a house. The work of developers of computer-based information systems is guided by blueprints. The blueprints are example of methodologies that comprise recommended ways of doing things. The developers use an assortment of tools such as data modeling, process modeling, and database programming software.

Lotarius Bern Hard Anthony Santoso

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Abstract

The evolving of global economic trade fosters every company finding strategic ways in order to stand survive. "XYZ" Company, a service industry, is a system integrator concentrates on networking and hardware provider. As service industries having direct contact with their customer encourage them to think about what customers do really want and how to make customers satisfied and loyal. The company insists to increase the annual sales revenue. However, at this time, some obstacles in doing business activities have decreased the overall company performances. Thus the director assigns someone to examine the system and do some improvements.

Solving those problems is conducted through analyzing the current business process, proposing the new system and visualizing them by making flowchart, data, and process diagram. The endpoint solution is creating and managing customer relationship database as an Executive Information System device.

Having reliable customer database will ease managerial staff when making relation with customer either maintaining the remaining customers or finding the new ones. As known that customers are the center point of the profit revenue thus how to satisfy what customer wants must be the main concerned immediately. Actually, this customer database can be integrated with other related database such as Enterprise Resource Planning database (ERP) and Supply Chain Management database (SCM).

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